DOCUMENT RESUME

ED 114 060 IR 002 684

TITLE A Potpourri of Short Papers Presented at the American Library Association Annual Conference (94th, San Francisco, California, June 29 through July 5, 1975)
PUB DATE Jul 75
NOTE 65p.

EDRS PRICE MF-$0.76 HC-$3.32 Plus Postage
DESCRIPTORS Bibliographies; Evaluation Methods; Federal Legislation; Instructional Media; *Library Collections; Library Networks; *Library Programs; *Media Selection; *Public Libraries; School Libraries; Speeches; Textbook Publications
IDENTIFIERS ALA 75; American Library Association; California (Pasadena); Metropolitan Cooperative Library System; Michigan; *Occupational Safety and Health Act; OSHA; SCAN; Southern California Answering Network

ABSTRACT

Thirteen short papers are presented which discuss various aspects of library acquisitions, programing, and evaluation of services. Among the papers are the reports of the American Library Association's Committees on copyright and on legislation. Media topics included a compilation of bibliographies, primarily of film sources; a study of media acquisition problems in 46 Michigan schools; a survey of the most requested features in a microfilm viewer. Public library services were examined in relation to non-sexist Young Adult (YA) programing; new evaluation techniques for kinds of services; library utilization by residents, patients and inmates of Los Angeles County institutions; specialized reference services offered to Pasadena, California economic community. Publishing information includes summarized needs and problems of the textbook market. Other topics dealt with recently introduced federal legislation of interest to librarians; aid available to libraries needing to meet criteria of the Occupational Safety and Health Act (OSHA); the collection and exchange of ephemeral material. (NR)

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ED114060

A Potpourri of Short Papers Presented at the

American Library Association 94th Annual Conference

San Francisco, California

June 29 through July 5, 1975

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ALA Copyright Subcommittee

Report to Council

ALA COPYRIGHT SUBCOMMITTEE
REPORT TO COUNCIL
1975 ANNUAL CONFERENCE

The proposed Copyright Revision Bill was reintroduced this year in the Senate as S. 22 and in the House as H.R. 2223 and is now being considered by the Judiciary subcommittees in both houses. No hearings are to be held in the Senate but rather extensive hearings are now in progress in the House on various aspects of the bill.

Since our report to you at Midwinter, the Register of Copyrights and the National Commission on Libraries and Information Science have sponsored numerous meetings with representatives of the publishers in an effort to reach some substantial resolution of differences but with little concrete results. These meetings, however, have served to sharpen thinking and more clearly outline the differences involved. Basically the intent of the copyright proprietors is to limit photocopying of copyrighted material wherever possible, and particularly in connection with interlibrary loans, unless a license is secured and royalty payment is made, while we continue to maintain that the making of a single copy of a periodical article or of a small portion of a copyrighted work in the interest of education and research without licensing and payment of a fee should be permitted.

On May 14, I presented to the Subcommittee on Courts, Civil Liberties, and the Administration of Justice of the House Judiciary Committee testimony representing the interests of the American Library Association and those of five other library associations with particular interest in this legislation. Such combined presentation was required because of the limited time allowed by the Committee for the presentation of testimony but which we believe presents clearly our position and requested changes in the bill. A copy of this testimony is with this report at each councilor's table and I urge you to read it carefully at your convenience. The testimony was well received by the House Subcommittee; the questions by the members were searching but kindly; and we felt we accomplished about all we could expect at such a hearing. A description of the hearings, together with an abridged version of the testimony but containing the essential points, is also in the July-August issue of American Libraries.

In this testimony, we urged the deletion of Section 108 (g) (1) which says essentially that the making of single copies is not permitted where the library is aware or has substantial reason to believe that the making of such copies extending over a period of time of the same material is multiple copying. We urged deletion because we thought the librarian might well have no way of knowing whether this was multiple copying or not and should not be held responsible. This action has been interpreted by the publishers as saying we are for multiple copying which is not the case. We still believe in the single copy concept as enunciated in previous statements of ALA position; we simply disagree with holding the librarian responsible for recognizing a trend which he cannot reasonably be expected to do.

In our conferences with the publishers in attempts to reach agreement on issues, it was constantly apparent that we all lacked sufficient and accurate

information about copying currently being done - the amount, the kind, the purpose for which it was done, and the actual effect on publisher subscriptions and sales. At one of the meetings, therefore, Mr. Wedgeworth proposed a study of actual work being done by a representative group of libraries with these needs in mind. This the publishers have generally agreed to, financing appears to be available, and at this time it seems to give some promise of at least a partial solution if it can be completed in time for the Congress to consider and use the results. Other avenues of consensus are also being explored by different persons and groups and the subject has been discussed to some extent by the joint ALA-AAP Committee - discussions which the Copyright Committee hopes will continue in the future.

The publishers are now actively lobbying to retain the bill as written in the Senate and it is going to require utmost effort on our part to get changes made which we consider necessary. Your Committee asks, therefore, if you are doing photocopying in your library other than what is done on coin-operated machines, and particularly if you are doing any for interlibrary loans, or if you are borrowing photcopied materials on interlibrary loan, that you write your Congressman in the House telling him about this copying and its importance to you in serving the people of your community. Simply say it in your own words as though the Congressman was sitting with you and asking you about it and its importance. This is not an effort to "pressure" him in any way; it is just to provide him with information necessary for him to reach an informed decision.

If your Congressman is a member of Mr.Kastenmeier's Committee noted below* write of course directly to him. If he is not a member of this Committee, which will usually be the case, ask him to contact Mr. Kastenmeier personally or send your letter on to him with an expression of his interest, and lastly, send a copy of your letter to Mr. Wedgeworth who is working closely with us in this work.

We know you will help us and if you do, I am more hopeful than at any previous ti that we may indeed emerge with a law which, while not containing everything which we and and the publishers both desire, will be one with which both librarians and publishers can live. It is a pleasure to present this report to you.

ALA Copyright Subcommittee

Hardy Carroll
Russell Shank
Edmon Low, Chairperson

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Courts, Civil Liberties, and the Administration of Justice

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ALA Legislation Committee

Report to Council

too slow
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DOCUMENT # 69

ALA Legislation Committee

Report to Council

1975 Annual Conference

Legislation, like a chess game requires the study of every consequence of a move before any action takes place. As soon as one bill, proposal or activity seems to have reached a safe place so that attention can focus on the next action, the "opposition" makes a counter move and strategies must be redesigned. Since Midwinter there have been many moves on the legislative chess board.

The White House Conference on Library and Information Services, called for in Public Law 93-568, signed by President Ford on December 31, 1974, now needs to be funded so that planning can move ahead on the state level. In June, Senate Majority Leader Mike Mansfield (Mont.) sponsored in the Senate Appropriations Committee a motion to add to the FY 1976 education appropriations bill (HR 5901) $3.5 million for the White House Conference.

Other Senate Appropriations Committee members were helpful, too. Sen. Joseph M. Montoya (N'M) sponsored a motion to add $3 million for HEA title II-B to the education appropriations bill, and Sen. Thomas Eagleton (Mo.) was responsible for the addition of $15 million for HEA title VI (educational equipment for undergraduate institutions).

These additions to the Senate bill are extremely important because the House bill contains no funds for any of these three programs.

Now House-Senate conferees led by Rep. Daniel Flood (Pa.) and Sen. Warren Magnuson (Wash.) must reconcile differences between these two versions of the education money bill. It is essential that your Senators and Representatives be contacted immediately about the importance of all these programs. Urge them particularly to ask the House-Senate conferees to retain the $3.5 million for the White House Conference in the final version of HR 5901. More details are provided in Council Document 69.3 accompanying this report.

Earlier this week many ALTA members began contacting their legislators to press for funding of the White House Conference in the education appropriations bill. The idea for a White House Conference on libraries came originally from ALTA, and trustees have been in the forefront in seeking realization of this proposal. But now you must all act. Don't underestimate the critical importance of your personal appeal for Congressional support.

The successful effect of direct individual contacts with legislators was was demonstrated on April 15 during National Library Week when ALA members from many states assembled in Washington to call on Representatives and Senators to provide them with background information concerning the federal library programs. Each freshman member received a special packet of data relating to his or her own state or district. After hours of tramping long corridors, librarians and trustees met with many representatives at a reception for the freshman legislators hosted by the District of Columbia, Maryland, and Virginia Library Associations and the Metropolita

Washington Council of Governments. Immediate results of this effort came the next day when the Roybal-Obey-Stokes amendment to the House appropriations bill was passed providing some $400 million for 13 different education and library programs.

Members of the Legislation Committee participated in this event, have evaluated it and recommend that it become a permanent part of the National Library Week Program, with advance planning to provide greater participation. On a scheduled day during NLW, as many librarians and trustees as can come to Washington will do so; others who cannot, will go to their state legislatures or to visit mayors and other local governing officials. This will be a legislative day for libraries across the country. A committee will be appointed to direct preparation for this event both in Washington and on the state and local levels.

The Legislation Committee has been following with great interest the work of the National Commission on Libraries and Information Science, its hearings and the further development of its national program. During this conference, members of the Committee participated in a session sponsored by 5 divisions which was devoted to a review of the most recent draft of the Commission's plan for national library development. We continue to press for funding for the Commission so that its very important work can continue, including a projected study on LSCA.

Another major area to which the Committee has devoted considerable work centers around possible amendments to LSCA. The Legislation Committee, following lengthy discussions, has committed itself to an immediate and total review of LSCA preparatory to working with Congress on the format for federal assistance to libraries. An ad hoc committee which has been exploring proposals originating with the Urban Libraries Council will meet immediately to formulate recommendations so the Association will be prepared when Congress moves to consider LSCA extension, possibly some time this fall. The Committee has sought the views of all the Divisions of ALA through the Legislation Assembly and their recommendations will receive careful study. The thrust of the LSCA amendment proposed by the Urban Libraries Council is direct federal aid to public libraries. The ad hoc committee will welcome your input on this or any other suggested changes to LSCA.

In May the Supreme Court declared unconstitutional the Pennsylvania laws providing materials, equipment and services such as guidance and counseling to non-public schools. This decision is being studied to determine its implications regarding the constitutionality of ESEA IV-B, a new federal program enacted last year which consolidates library resources (ESEA II), educational equipment (NDEA III) and guidance and counseling services (part of ESEA III).

The Legislative Network has continued to function and grow, thaks in large part to the J. Morris Jones Award. The development phase of this project will be completed with the publication of a basic handbook of legislative procedures, to be prepared and distributed to the state legislative chairpersons and other key people. Revision of the ALA Federal Legislative Policy Statement was considered but the Committee decided to defer this project since many laws affecting libraries will be renewed, revised, amended or deleted within the next 2 years.

In response to its charge from the Legislation Committee, the ad hoc committee on depository library programs continues to study problems of the depository library system and to gather data to illustrate these problems. The committee noted with pleasure recent developments in federal agencies dealing with

documents and the federal depository system. Special commendation is due to the congressional Joint Committee on Printing for adding staff to review documents and depository problems. The Legislation Committee commends the Public Printer for appointing the Depository Advisory Council to the Public Printer and for encouraging this Council to assume an active leadership role in recommending improvements in the depository program.

In the area of equal employment opportunities, affirmative action and rights, a liaison has been established between ALA's Subcommittee on Equal Employment Opportunity and the Legislation Committee. The ALA Washington Office has been monitoring legislation and regulations affecting civil rights and affirmative action and a report of recent developments in this area is included in the 6 months Legislative Report of the ALA Washington Office, which has been distributed to all members of Council.

Testimony has been submitted to Congress on a variety of other concerns during the last six months including: support of adequate funding for the Government Printing Office's Office of Superintendent of Documents, support of the budget request of the Library of Congress and support of legislation calling for public works projects including the construction of public libraries. This last piece of legislation, which has passed the House but not the Senate is particularly important in view of the present zero funding for LSCA title II. The Association has submitted testimony in both House and Senate urging increased funding for the National Commission on Libraries and Information Science.

Postal rates, too, have been the subject of Congressional testimony and a statement protesting disastrous increases in the book and library rate has been filed with the Postal Rate Commission. The background sheet, "What will a 350 percent increase in postal rates mean to you? (Council Doc. 69.4) provides further information and action needed on this issue.

The Committee has prepared a resolution (Council Doc. 69.2) urging President Ford to issue the call for the White House Conference on Library and Information Services and asking Congress to expedite funding so that critical planning can go forward at the state level. On behalf of the Committee, I present this resolution and urge its adoption by Council. This concludes the report of the Legislation Committee. Now Edmon Low, head of our Copyright Subcommittee will report on developments in copyright.

ALA Legislation Committee Members

C. Edwin Dowlin
Stuart Forth
Harold Goldstein
Alice Ihrig
Clara Jones
A. Chapman Parsons
Elizabeth P. Hoffman, Chairperson

July 4, 1975

Beilke, Patricia F.
A Study of Acquisition and Usage of Instructional Media by Teachers in Selected Michigan Public High Schools: A Report of Ed.D. Dissertation, Western Michigan University, Kalamazoo, Michigan, August, 1974.
Department of Educational Media, School of Education, Auburn University, Auburn, Alabama.
Note--4 p.; A slide-tape production presented at the Annual Meeting of the American Library Association, American Association of School Librarians' Committee on Research program meeting (San Francisco, California, July 2, 1975).

Traditionally, school library media centers exist to serve the educational needs of teachers and students. Several studies have asked the opinions of teachers, principals, superintendents and media specialists concerning the problems teachers have with instructional materials services. Other studies have examined the problems teachers have in using their school media services or in obtaining a particular type of material, such as books.

"A Study of Acquisition and Usage of Instructional Media by Teachers in Selected Michigan Public High Schools" examined problems of acquisition and use of instructional material encountered by a sample of Michigan public-secondary school teachers responsible for science, English and social studies curricula in the three month period February-April, 1971. For each curriculum, science, English and social studies, four hypotheses were tested:

The first hypothesis stated "The frequency of teacher use for each of nineteen types of material varies inversely with the number of sources that have to be consulted to locate the materials."

The second hypothesis stated "The frequency of teacher use for each of nineteen types of material varies inversely with the number of contacts with catalogs and persons that have to be made to obtain the materials."

The third hypothesis stated "The frequency of teacher use for each of nineteen types of material varies inversely with the length of delivery time (the time a teacher reported he would have to wait after requesting a type of material until he received it if he wished to use the material as soon as possible)."

The fourth hypothesis stated "The frequency of teacher use for all nineteen types of material varies inversely with the numbers of problems reported about the acquisition and use of materials."

How was the study conducted? A sample of science, English and social studies teachers were asked to report (1) the amounts and types of media used for instructional purposes, (2) the type of institutional service center or person from which they obtained materials and/or equipment, (3) the numbers of catalogs and/or persons contacted to obtain the materials plus the time needed to obtain the materials and (4) the problems they encountered in media acquisition and use.

Principals and media specialists were asked to provide their estimates for the same information with the exception of the amounts of materials used. (Knowledge of the amounts of materials used would not have been available to the principals and media specialists).

How was the sample selected? The study was designed to survey science, English, and social studies teachers plus principals and media specialists from schools with only grades 10, 11 and 12 from school districts with pupil populations of 24,999 or less. Data gathering was dependent on each principal's willingness to involve his faculty members in the study and on each faculty member's willingness to reply to a questionnaire.

The study was limited to secondary schools located in medium-sized cities and small towns in the state of Michigan. 107 Michigan public high schools organized by grades 10 through 12 in school districts with pupil enrollments of 24,999 or less

were identified from the list provided in the Michigan Education Directory and Buyers Guide 1971-72.

52 of the 107 principals indicated that participation by members of their faculties would be forthcoming if the individual faculty members chose to participate. Some usable responses were received from 46 schools. Teacher responses were received from 44 schools. 288 of 2,929 questionnaires were returned. 256 responses were used in the study.

How were the data analyzed? Descriptive statistics, correlation analysis, content analysis for the open-ended question and nonparametric statistics were used to analyze the data.

Major findings included the following:

1. The data did not support the hypothesized relationships that teacher use of media was related to numbers of: sources consulted to obtain media, catalogs and persons contacted to acquire media, days waited to receive the requested media, and problems reported with the acquisition and use of media. These hypothesized relationships had indicated that teachers obtain media with a minimum of effort.

2. Four types of media were used frequently by all teachers: books, 16mm films, magazines and filmstrips. In addition, science teachers made frequent use of transparencies and 8mm films; whereas, English and social studies teachers made frequent use of recordings and newspapers.

3. Five types of sources, listed in order of the types most frequently consulted, were identified: (1) building, (2) privileged access, (3) district and intermediate district, (4) government and (5) commercial and nonprofit.

4. Teachers contacted on the average more persons than catalogs to obtain media. Although teacher contacts on the average with catalogs ranged from one to two, principals and media specialists' estimates on the average exceeded the reports of teachers.

5. Principals' and media specialists' estimates on the average for days teachers waited to receive requested media were less than the reports of the teacher groups.

6. Four categories of problems with media acquisition and use were identified: (1) money and media, (2) personnel assistance, (3) inservice assistance and (4) facility improvement. Significantly greater proportions of principals and media specialists than teachers emphasized the need for inservice programs. Similarly, the proportion of media specialists who emphasized the needs for money and media as well as personnel assistance was significantly greater than the proportion of teachers.

Conclusions included:

1. Teacher uses of types of media were related to curriculum needs.

2. Teacher activities to obtain frequently used types of media for science, English, and social studies were characterized by effort and persistence. The hypothesized inverse relationships, which would have indicated that teachers obtain media with a minimum of effort, were not supported.

3. Teacher contacts with types of sources which were nearby were greater than for types located far away.

Collector's Network; Ways and Means

Russell G. Benedict

Intellectual Freedom Committee,

Library Uses of Alternative Literature

Tuesday, July 1, 1975

COLLECTOR'S NETWORK — WAYS AND MEANS

by R. G. Benedict, Coordinator, Collectors' Network
c/o University of Nevada Library, Reno, Nevada 89507

We of Collectors' Network have a good thing working for the libraries in which we serve. We offer to you the benefits of our experience.

We maintain in 32 libraries, reference and research facilities of alternative, or ephemeral, literature such as many libraries discard. Students or patrons may gain understanding from our collections of the questions and issues of the times. That understanding is essential to informed and intelligent citizenship.

This is the most practical and least costly way to implement the Library Bill of Rights of ALA. We are in effect sponsored here by the Intellectual Freedom Committee, and aided by Intellectual Freedom Round Table and Office for Intellectual Freedom.

Our organization of individuals, not of institutions, is informal, voluntary, and cooperative. There are no dues, charges, meetings; and no "officers" other than myself as Coordinator.

We use simple ideas that work. First of these is the "free" (of paperwork) exchange among us of duplicate or spare items; this increases the acquisition rate of each member by a large percentage. Some of us think it's the greatest invention since the bookshelf! Your surplus can become another library's treasure.

At present most exchange-material is redistributed through myself, as Coordinator, at University of Nevada, Reno. With so many members, the workload is too great. We are establishing other coordinators, each to serve a few other members.

Thus we cannot accept more than a very few additional members, until our material-handling has been decentralized. Therefore we suggest that librarians entering this field form "little networks" of their own; one can coordinate redistribution within the group.

We often solicit material without offering payment. Those with ideas to spread frequently are glad to send their writings to a library, where it will be accessible to all comers.

Another key idea of ours, is the exchange of useful information. My personal newsletter Top Secret serves that purpose for us, and some others too. It's issued twice monthly; mailed first class; and its subscription rate is $10 per year.

Top Secret is produced at my personal expense - and I am a 73-year-old pensioner. It sorely needs improvements in format, appearance, comprehensiveness, and length. Enough more subscriptions to pay production costs will make improvements possible. It should be understood that the Network charges nothing for its aid; it is I personally who must charge for my newsletter.

We recommend to any interested librarian, to:

-Start a collection. Let it include whatever you can get, stating any point of view on social, political, economic or other issues; even, and especially, the views of extremists, faddists, and fanatics.

-Examine unsolicited material sent to your library. Much of it is usable.

-Library patrons and friends may be asked to contribute such material. So may other libraries; local organizations; public offices or officials; prominent people who get unsolicited mail.

-Send many requests to the publishers or authors of usable material. Usually, you need not offer payment. Emphasize that their work will be accessible to all comers.

-Organize the material as simply as you can. It may be arranged alphabetically by source organization, serial title, or author, using "see-lists" or cross-indexing for retrieval by topic.

-Preserve extra items, for other collections.

-Use material in many forms, expressing opinions; serials, pamphlets, brochures, leaflets, bumper-stickers, buttons, etc. All that have meaning are worth keeping.

-Form a "little network" of collections, preferably including some in other areas. The "free exchange" will be found to work surprisingly well for you. There will be opportunities to exchange items with other such groups.

You will find both the collecting and the "network" cooperation to be fascinating, far more so than conventional library work. Intra-network exchanges particularly make you think of an intriguing "game", in which all are winners and there are no losers. Each shipment among you will be like a Christmas stocking with things in it new, strange, or startling.

We appeal to every librarian reading this: Do Not discard material usable in a collection. Save It. If you don't care to form a collection, others can put it to effective use.

Hoping that you will see fit to try collecting. I am

Sincerely yours,

Russell G. Benedict

Russell G. Benedict

Collectors' Network Members, July 1, 1975

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Non-Sexist YA Programming

Mary K. Chelton

Young Adult Services Division,

Sexism in Adolescent Lives and Literature

Monday, June 30, 1975

"Non-Sexist YA Programming"

Mary K. Chelton

Non-sexist YA programming may sound like a new idea, but in reality it is a new variation on something very basic in YA services - the concept of options - helping the teenager understand what they are and where he or she is in relation to them. The problem is that YA services, until recently, has accepted at almost face value, society's assumption that adolescence is the time when boys try to find their identity and girls try to find boys, and this may be a good time to call a halt to fashion shows and make-up or grooming programs aimed primarily at the local adolescent female patrons and visiting sports heroes' speeches for the high school men. While I'm not saying everyone should suddenly become a slob or lose interest in sports, it is time that YA librarians understand that these kinds of programs continue to promote strict sex role differentiation and thereby limit options, and that such programs can be restructured to appeal equally to both sexes.

There are several peripheral issues to non-sexist YA programming which the YA librarians should consider, the first being his or her own attitudes on the subject. Change is very painful for most of us and we can't expect to change our programming assumptions without examining our own biases. I don't just mean by this cleaning up our own sexist language or reading everything written on the Women's Movement, although neither would be a bad place to start, but rather trying to see how we really feel about teenage men who aren't athletic and teen women who are. Do we like talking to teen men or women better? Do we automatically call the male library pages to carry something heavy? How do we feel when a teen woman wants career information on some traditionally male field? Would we prefer personally to have a supervisor or secretary of the opposite sex and if so, why, etc. The reason for all this soul searching is to discover whether we are emotionally happy with the sexist status quo, because if we are, this programming will be very difficult as it presupposes the library to be a change agent in society, rather than a neutral, passive reactor. It also presupposes the YA librarian to be a possible role model for teenagers or at least someone with social consciousness.

Following this to its logical conclusion, I feel the best non-sexist programming we can offer right now is more than a restructuring of traditional programming. It consists of programs on the whole range of women's rights issues specifically applicable to teenagers currently or in the near future which will ultimately change a society which exploits both sexes through sexist role differentiation.

Using films such as those Diane has mentioned, some great discussions on just sexist socialization can be planned. "Men's Lives," "Beauty Knows No Pain," and "Anything You Want to Be" are obvious discussion starters for raising consciousness. A slide-tape presentation on sex stereotyping in children's books such as shown by the Feminists in Children's Media would be a good cooperative project with the children's and elementary school librarians and could be used as a straight discussion program in conjunction with a babysitting clinic, in a workshop program on parenting in the future, or in training teenage volunteer storytellers. Such a slide-tape presentation has side uses with in-service training workshops and parents' groups.

Rape is an obvious topic for a program, and several good discussion films exist as well as local community resource people from both the sex crimes squad of the police and women's groups. I would hope that a good YA program on rape would concern itself equally with the transportation problems of teens as well as with a condemnation of hitchhiking and with the "woman-as-temptress" mythology as well as with self-defense and security. Unfortunately, many people still feel the solution to rape is to have all women off the streets behind locked doors at night, so find out in advance if this is your own or your resource person's bias and research the program a little further.

Sexuality and health are must topics for YA programming in this area. Teen women must learn the difference between sex and sentiment, that their sexual feelings are valid and that teen men are not all predatory by definition. Teen men need to understand female sexuality as well as their own, and both sexes need to have access to birth control, VD and other information on sexual health. Teen women need much more specific information on gynecological examinations and gonorrhea specifically, and library programs should encourage discussion of values and feelings and information on available counselling services and medical consent laws in addition to "plumbing" information. It's about time all YA librarians realize that a $6.95 hardback book on sex may be the worst way to impart meaningful, vital information to kids and that equating female sexuality with pregnancy and VD prevention isn't preparing any teen for the future. The "woman-as-womb" syndrome rampant in teen pregnancy novels should be de-emphasized in programs on sexual health.

Along with programs on sexual health and medical self-advocacy, YA librarians should try to identify teenage parents and pregnant teens to be sure that their needs are not overlooked in the library's programming efforts, and "educating for parenthood" should probably become part of the library's hidden agenda in all YA programming efforts. Nothing will change unless future parents do, and sexist child rearing is just one of the problems to be examined.

One of the most obvious non-sexist programs is on career possibilities where women in professional and non-professional jobs come in as role models and resource persons to tell teenage women what they do and what kinds of problems they encountered along the way. In any kind of career program or college exploration, the program planner should see that there is an adequate number of women represented and that the average number of years American women live and work after childrearing is explored. Statistics on single and divorced women head-of-households are usually rather startling. Until recently, according to most media and according to institution expectations, most teenage women would never believe that normal women did anything in this country except get married, stay married, and raise babies. Perhaps knowing in advance that the possibility of raising babies alone with no day care facilities does exist will help them make better informed life and career choices.

Assertiveness training workshops for teen women would counteract the passivity syndrome well inculcated in them by adolescence, and A.T. can also help both sexes relate to each other better.

A women's history book discussion group is a very traditional program in modern guise, easily justified, and it can be done in conjunction with some of the good films available and the YA librarian should be prepared to handle some of the feelings and issues raised in such a group discussion.

Why not sponsor a writing and photography contest - the first to encourage non-sexist stories and the second to expose sexist and non-sexist situations and display the winners? Do it during National Library Week, for example, or to spotlight a specific day in women's history.

The possibilities for non-sexist programming are endless, whether you restructure traditional programs or create new ones. Anything which creates more competent young adult women who are less afraid of success than we were, and teen men who can relate to them, or which helps to fill up that "blank space" in the mind after college which is mentioned by a teen woman in THE SISTERHOOD IS POWERFUL, or which ultimately gives more options to both sexes, can be called truly non-sexist programming.

-- YASD Program, June 30, 1975
Mary K. Chelton

Performance Measures for Public Libraries: Some Implications and Applications of the Data

Arthur Curley

Director, Montclair Public Library

Montclair, New Jersey

Public Library Association/LAD LOMS Statistics Committee for Public Libraries

Monday, June 30, 1975

Montclair Public Library. Montclair New Jersey

ARTHUR CURLEY, DIRECTOR

Performance measures for Public Libraries:
some implications and applications of the data.

It has long been my habit, upon assuming a new library directorship, to tear up those statistical forms labelled "librarian's monthly report," or suchlike, which focus on that venerable item of almost unparalleled ability to incite fear or smug pride in the breasts of librarians and trustees. I refer, of course, to circulation statistics: last month's, sized up against the previous month's ... the same month a year ago ... two years ago ... five ... ten ..., broken down, usually, into such categories as juvenile and adult: but waffling a bit as to how an adult book borrowed by a child should be tallied, or a children's book by an adult, and panicking entirely over how to record young adult use. It is not just these internal inconsistencies, however, which undermine the value of circulation reports; it is the fact that they tell very little at all about the value of a library to its community, and perform a downright disservice in continuing to promote a false sense of what it is that a library should be doing. The dogged allegiance of state library agencies to circulation statistics as a highlight of official annual reports is particularly unfortunate. But people who tear things up - even innocent little circulation reports - have an obligation to find alternatives. So, it was with considerable glee that I accepted an invitation for the Montclair Public Library to serve as a guinea pig in

testing the new performance measurements being developed by the Bureau of Library and Information Science Research at Rutgers University. Lest it be suspected that sour grapes prompted this eagerness to escape the trap of circulation statistics, I hasten to point out that the Montclair Public Library enjoys a very high rate of circulation. Simply, we feel that it constitutes only a small percentage of what we do and provides little guidance as to what we should do.

In some respects, the data provided by pilot performance measurements offered reassuring indications that recent management decisions affecting service policies and procedures were essentially sound; but, in some other respects, our perceptions proved short of the mark.

Several years ago, the Montclair Library eliminated all fines on overdue books. We had a strong, but only intuitive, belief that the "deterrent" effect of fines was essentially negligible; in fact, we suspected that the threat of fines even encouraged outright theft in some instances. Our most compelling reasons for the change of policy really had to do with altering the library environment from one of "control" to one of "service". But, naturally, we were not indifferent to the effects on inventory. Sampling tests have suggested an increase in overdues and a reduction in losses since the new policy went into effect, but this really tells little about the net effect on service. But when the data from the Rutgers study indicated a high probability of title availability both in relation to the BPR sample and to titles actually owned, we finally had some concrete evidence that the policy is well worth continuing, for reasons of healthy inventory as well as positive service philosophy.

We had long known that reference use of the Montclair Public Library was very high, but our past samplings in this area had provided only a partial picture, it turns out. While we had merely counted reference questions, the Rutgers study added another significant measure: in-library circulation. We discovered that, in addition to staff-assisted reference use, materials are being used independently within the library at a rate which significantly exceeds the total of materials borrowed. When the number of non-borrowers is further expanded by those visiting the library to attend programs, arrange film bookings, use copying or listening facilities, etc., there emerges a very different profile of the institution than that depicted by circulation statistics. A statistical measuring unit which we have come to employ is the "library-use transaction" - in which book circulation accounts for a mere twenty-five percent.

The major impact of the measurement data has perhaps been a hightened recognition of the multi-faceted nature of the information services which are the proper province of the modern public library. We still see a need for traditional "reader's advisory" service, but we are also building a staff of "information specialists" who have gone beyond preparation of booklists to development of community services data banks, non-tool oriented reference methodology, and referral services through networks of agency contacts. We have also come to temper our derision for the old saw that "studies beget more studies." For the broadened perspective of library-user relationships produced by these initial samplings have strongly convinced us of the need to continue our efforts to develop more sophisticated means of measuring the effectiveness of public library services.

College Publishing

William H. Freeman

RTSD-Association of American Publishers Joint Committee/

RTSD Resources Section

Thursday, July 3, 1975

William H. Freeman, President
Freeman, Cooper & Company
1736 Stockton St., San Francisco, CA 94133

ALA 7/3/75 - WHF

(A.) Librarians and college publishers have not been professionally intimate.

* The charge to me is to explain to you the peculiarities of college publishing--and to do it in 6 minutes!

- First, there is no difference that I can see between educational publishing in the west and that in the east--except that we in the west have been less bound by tradition.
- Second, I speak not only as a college publisher, but also as a bookman in the classical sense of the term. I like good books, man's best invention, and I read many I have not published.

(B.) The nature of college publishing and some of the constraints under which we college publishers work put us in a unique category.

Editorially--

(1.) We may publish for any of 1500 esoteric subjects in special formats.

* Many titles that result belong in few public libraries. If someone were to publish a treatise on the cranial muscles of beetles of Iceland, I would be surprised to find many public libraries "stacking" it. A real example is one of the best books I ever published--important and unique in concept, beautifully written and designed. Its title explains why I don't expect you to buy it, THE ORGANIC CHEMISTRY OF SECONDARY PLANT METABOLISM.

(2.) We cannot ourselves be authorities in all these fields for which we do publish--or we wouldn't need authors.

(3.) We do have to have a feeling in our fingers--as the Germans put it--for what we publish since we are editorially the catalyst between a specialist and his readers.

Fiscally we sit on teeter-totters--and you should know why.

(4.) Our prepress costs--in time and money--are extremely high compared to those of a trade book--say a novel. One of our titles will cost 3-15

times as much in initial investment.

(5.) Our markets are not assured by public funds as are those for el-hi books, nor individually as large. Students who previously got their texts free now have to pay--and do so reluctantly.

(6.) In consequence we have to be careful not to price our books out of the market. So we have to count on class-size orders at modest discounts.

* We cannot often afford either the cost of promotion for single-copy sale or the high cost of handling such shipments.

In addition if you consider yourselves individuals, meet us. Individually we have different attitudes, methods, problems, and convictions. Editorially, we are large or small, generalists or specialists, in the humanities or sciences, noisy or quiet.

(C.) Today, fashions in readers' demands and needs are changing. This applies to both students and the public at large. These changes point to the need for librarians and college publishers to understand each other better.

* Students are more serious. I guesstimate that in the public colleges 15-20% of the students are now adults going back to college better motivated and imparting their seriousness to younger students.

* Young or old, today's students and the general public are concerned about such fields as--

  - Economics, Energy, the Environment, this Earth.

* Whether these readers are in colleges or outside: They require books that analyze a problem, that give pros and cons objectively, that are balanced and documented. All this means that these books are most apt to come from academia--are rarely quickies--and have lasting value. Such books are apt to be published by us.

  - For example, I could name for you three books that any of you or your public could read for pleasure or profit or both, and they were all published for the textbook market.

* How can the public at large get such books?
  - From the trade bookstores? Unlikely.
    - Such a store has to rely on its individual and nearby coterie of customers rather than the public at large. The average American lives about 7 miles from a trade bookstore.
    - The trade bookstore, relying on single-copy sales, requires for a profit the usual retail mark-up--that is, "long discounts" that we college publishers with our costs cannot afford to give.
    - Relying largely on impulse buying and the year's bestsellers, the trade bookstore cannot afford to keep a stock of backlists from prior years, let alone many of the current year's 25,000 new titles.
* The libraries, public and educational, must provide the serious books today's readers want--
  - The average American is probably less than a mile from a library.
  - Any library worthy of the name has an accumulation of good books of many years past, adding to it each year more than current bestsellers. A library has a range in time and in variety.

For the benefit of today's readers--who want more than escape reading--as well as for our own mutual benefit, librarians and college publishers should become professionally intimate. For our part, I know more than one college publisher who is working toward this end. The library may have to find and use new methods and will have to face up to and resolve problems. These matters I must leave to you of the ALA, tho' you'll find that this Barkis is willin' to cooperate.

Quod erat dicendum

West Coast Publishing: What Is The Difference?

William Kaufmann,

Introductory Remarks

RTSD-Association of American Publishers Joint Committee/RTED

Resources Section

Thursday, July 3, 1975

(NOTE: Kevin Starr's paper is not available)

WEST COAST PUBLISHING: WHAT IS THE DIFFERENCE?

Program Sponsored By
RTSD/AAP Joint Committee & RTSD Resources Section

Thursday, July 3, 1975 - 2-6 p.m.

Pacific Room, San Francisco Hilton

2:00	INTRODUCTORY REMARKS	WILLIAM KAUFMANN, Program Chairman William Kaufmann, Inc.
	"AMERICANS & WEST COAST PUBLISHING" Keynote Address	KEVIN STARR, Director San Francisco Public Library
2:45	PUBLISHERS TALK ABOUT:	
	University Presses	THOMAS L. McFARLAND University of California Press
	College Publishing	WILLIAM FREEMAN Freeman, Cooper & Co.
	School & Juvenile Publishing	WILLIAM LARKIN Addison-Wesley Publishing Co., Inc.
	Medical Publishing	JACK LANGE, Lange Medical Publications
	A New Book Club Concept	DELIA van HEYST, Stanford University Alumni Association
3:45	LIBRARIANS RESPOND	CONNIE DUNLAP, Panel Moderator University of Michigan Graduate Library

Panelists

ABIGAIL DAHL-HANSEN, U. of California, Riverside
NORMAN DUDLEY, U. of California, Los Angeles
MARY V. GAVER, Bro-Dart Inc.
NANCY NEE, San Francisco Public Library

4:20	TRADE BOOK PUBLISHING ON THE WEST COAST	ERNEST SCOTT, Moderator San Francisco Book Co.

Traditional and alternative hardcover and paperback fiction and nonfiction books

Panelists

JEAN-LOUIS BRINDAMOUR, Celestial Arts
SAM BERCHOLZ, Shambhala Publications, Inc.
GEORGE PFEIFFER III, American West
RUTH GOTTSTEIN, Glide Publications
ANNETTE WELLES, Wollstonecraft, Inc.

5:20	LIBRARIANS RESPOND	Library Panel and Audience
	COMMENTARY	LEONARD SHATZKIN, Two Continents Publishing Group
6:00	Adjournment	

This is an open meeting.
No fee or registration is required.

CN:h
#478-6/23/7

WEST COAST PUBLISHING: WHAT IS THE DIFFERENCE?

Introductory Remarks

by William Kaufmann, Program Chairman

This program is sponsored by the Resources Section of ALA's Resources and Technical Services Division and the RTSD/AAP Joint Committee. It had its genesis in one librarian's statement that for most librarians West Coast publishing had just sprung up out of nowhere. They didn't know anything about most West Coast Houses, they couldn't find many of them listed in refernce tools, and they wanted more of a sense of publishing activities here.

Some of the questions this librarian's thoughts raised were, "What is the range of West Coast publishing?" Is it all "underground"? (I can't resist observing that all visitors to Brooks Hall this week may go away with the impression that all of American publishing was underground!) "What about traditional kinds of publishing: trade, text, and reference?" "How does it differ from the East?" "What are bookselling and wholesaling patterns?"

The assumptions we made in putting together this program are that the West Coast plays an increasingly important role in the world of books and that there is widespread interest in it among librarians.

The fact that so many of you are here just before the holiday weekend begins, gives us reassurance that our assumption of your interest was correct. (I must add, however, that the proportion of publishing people here as compared with library people, seems to me disturbingly high. I was surprised by the registration figures announced yesterday: fewer than 9,000 librarians and more than 2,000 exhibitors, I hope the high proportion of publishers in this does not portend that we are going to find ourselves in a

few more years just talking to - and publishing for - ourselves!)

Our title, WEST COAST PUBLISHING - WHAT IS THE DIFFERENCE?, was chosen after a great deal of discussion. I am not going to make any predictions now about the differences, if any, that our panelists may suggest. But I do have a significant statistic to share with you. It comes from a book, THE CALIFORNIA LAND - Planning for People (The Report of the California Land-Use Task Force) which our own firm has just published ~~in book form~~: "The California Department of Finance forecasts a population in excess of 30 million by 1995...half again as many were living here in 1970." Just think, 1995 is only 20 years away. And when you consider the number of books published only 20 years ago that are still alive and selling, then add to that the fact that the market for books in California alone may grow by 50% over the next 20 years, I think you will agree that the book business here in the West is something worth thinking about.

Most of you have a "Table of Contents" for the program this afternoon in your ALA program book or in The Western Letter or in ~~this~~ the blue program sheet you may have obtained as you came in. Following a standard bookish format, I want now to add to the Table of Contents a Preface and some Acknowledments:

First the Acknowledgments: Our thanks to

- Robert Sullivan, Chief of the Order Division, Library of Congress and Chairman of the Resources Section.
- Carol Kelm, RTSD Executive Secretary
- Elizabeth Geiser of the RR Bowker Company and -Hendrick Edelman of Cornell University } co-chairpersons of the AAP/RTSD Joint Committee
- Sandra Paul of Random House, who helped coordinate it all;
- Jane Grisham of Celestial Arts Publishing Co., for fine publicity;

and many other library people and publishing people who have given their time, ideas, critiques and other important help.

Our sincere thanks to all of you. Above all, I want to give special thanks to Connie Dunlap of the University of Michigan, whose idea it was in the first place to have a West Coast Publishing Program (and who as of September will be University Librarian at Duke University) and to Carol Nemeyer of the Association of American Publishers, ~~her~~ whose energies and organizational abilities are astounding, ~~and her~~ Their contributions to the program have been absolutely vital.

Our program is divided into two major segments. In the first half you will hear about publishing activity here that is representative of what we may call mainstream American book publishing, excluding so-called "trade" publishing. In other words, we shall cover University Press and Scholarly Publishing, College Textbooks, School and Juvenile Books, Medical Book Publishing, and a special kind of publishing at Stanford University that recently emerged from this general academic and educational environment.

After the brief presentations of our first five speakers, there will be a response and question period, moderated by Connie Dunlap. It is our hope that there will be questions from the audience, as well as from the reactor panel of Librarians, ~~and~~ (there are floor microphones for members of the audience to use in asking their questions.) There will then be a five minute stretch break. Following the break, the second half of the program will focus on ~~Western~~ Coast contributions to the other great segment of mainstream book publishing; namely, "trade books". This part of the program will be moderated by Ernest Scott of The San Francisco Book Company.

Again, after brief presentations by five publishers, there will be a period for questions from the reactor panel of librarians and from the audience. Finally, a ~~summary of~~ commentary on the afternoon's revelations will be presented by Mr. Leonard Shatzkin of the Two Continents Publishing Group, who is also a member of The AAP/RTSD Joint Committee.

Because there is so much to cover, we have asked each speaker to stay within the tight time limits assigend, and we must ask questioners to do likewise. To be as fair as possible to everyone, we shall be strict about cutting off anyone who theatens to go on too long. Lest I be the first on whom the axe falls, I hasten to the end of these prefatory remarks, with just a few announcements before introducing Kevin Starr, our keynote speaker.

If you do not have your copy of the new Directory of Western Publishers compiled and published by The San Francisco Book Company's WESTERN LETTER especially for this ALA Meeting, you will find copies of it at the tables at the Exit. You may find other free material of interest there also.

Today's program cannot, by any stretch of the imagination, claim to cover all of Western publishing. Our emphasis will be very much on the San Francisco Bay itself, rather than on the American West as a whole or even the whole West Coast. But we hope that you will find some enlightenment in the presentations of our distinguished speakers and panelists and that you will participate in the question periods. And I trust that most of you have been able to sample some of the great quality and variety Western publishers have to offer, either at the ALA exhibits which closed yesterday or at the Third San Francisco International Book Fair, which continues through tomorrow in the basement of Veteran's Hall, next to the Opera House, at the Civic Center.

One does not usually think of books by historians as "inspirational books". But Kevin Starr's monumental book, AMERICANS AND THE CALIFORNIA DREAM is just that - an inspirational book.

Anyone who wishes to understand California's past, and California today, as well as California Tomorrow, should read this book. It gives an original and brilliant analysis of California's cultural, social and literary history, and it is at the same time delightfully readable. Among other things, Dr. Starr's book shows how our dreams sometimes manage to turn into

nightmares; but more importantly, it tells how "The California dream lives on, promising so much in the matter of American living."

We are most fortunate in having him as our keynote speaker to give us some perspectives on the social and cultural backgrounds from which Western publishing has emerged. Dr. Kevin Starr.

Order Out of Chaos

Robert A. Morgan

RTSD Reproduction of Library Materials Section/Library Technology Reports

Thursday, July 3, 1975

Robert A. Morgan, Speaker
ALA Conference
San Francisco
July 3, 1975

ORDER OUT OF CHAOS

The audience agreed that the "chaos" consists of the fact that there is a great diversity of microforms; a large variety of viewers; not much relationship apparent between the two; and librarians are required to economically provide viewers that will permit the convenient use of all microforms by patrons of the library.

Rather than engage in castigation of the manufacturers for their refusal to provide "good" readers, it was pointed out that the real problem is the fact that the input material, i.e. books, serials, etc. that must be microfilmed, is so very diverse in character and is frequently ill suited to microfilming. This is in marked contrast to some other uses of microfilm, such as COM and aperture cards, in which the input is highly standardized, hence the manufacturers are able to provide viewers which satisfy their users.

Then a bit on role playing ensued, the speaker taking the part of the chief engineer of a company that manufactured viewers, and the audience the part of the company's product planning department. A real product planning department should be thoroughly familiar with customers' needs, and in this case the audience did indeed qualify well in respect of knowing their own needs.

The dialogue between the "chief engineer" and the "product planning department" began by the "chief engineer" asking the "product planning department" what characteristics the ideal library microform viewer should have. The questions were asked by giving a choice of two or three possible answers for each characteristic, and by a show of hands the members of the "product planning department" indicated their preferred answers. In most cases there was a clear consensus rather than equally divided opinions,

The purposes of having this dialogue and developing the resultant description of the "ideal" viewer were to accomplish the following:

1. Permit an exchange of views, which it was hoped would be mutually beneficial, between the speaker, who could present the viewpoint of the manufacturer, and the audience, who could present the viewpoint of the users.

2. Emphasize that the lack of "good" viewers is not due to inability or unwillingness on the part of the manufacturers, but rather to the great diversity of input materials that were and are printed with little regard to subsequent microfilming.

3. Suggest that if librarians unite they can significantly influence the design of equipment. Hopefully, this meeting can be the first step toward a concerted effort directed toward describing a viewer or viewers that can satisfactorily balance performance and price.

The speaker was asked to estimate the price of a viewer such as was designed by the audience, and gave a figure of $3000. This is substantially more than the price the audience wanted to pay. Such a disparity was anticipated by the speaker and the audience alike, since there was intentional wishful thinking in the specification being developed. Had time permitted, the various characteristics desired would have been arranged in order of desireability, with appropriate regard for cost, but this will have to be done at a future time.

Below are tabulated the questions asked and the answers given by the audience. Following the table is a list of other features suggested by the audience.

Questions Asked	Answer from Audience
(1) Fiche only (2) Fiche and roll (3) Roll only	Fiche and roll
(1) 5 x 8, 4 x 6, & tab size (2) 4 x 6 only	4 x 6 only
(1) 16 & 35mm roll (2) 16 only (3) 35 only.	16 & 35mm
(1) Magnification steps of 16X, 24X & 48X (2) Zoom from 16X to 48X	Zoom
(1) Front projection screen (2) Rear projection screen	Opinion equally divided
(1) Highly directional screen (2) Diffuse screen	Diffuse
(1) Screen nearly horizontal (2) Screen nearly vertical (3) Screen about 45°	45°

Questions Asked	Answer from Audience
(1) 20 hour lamp (2) 80 hour lamp (3) 1000 hour lamp	1000
(1) Screen 8½" x 11" (2) Screen 15" x 15" (3) Screen newspaper size	15" x 15"
(1) Size about like unabridged dictionary (2) Size about 20" x 20" x 20" (3) Size larger than 20" x 20" x 20"	20" x 20" x.20"
(1) Easily carried by one person (2) Carried by one with difficulty, about like an office typewriter (3) Takes two to carry	Like office typewriter
(1) Absolutely silent (2) Quiet fan (3) Noise not important	Quiet fan
(1) No image rotation (2) Image rotation ± 90° (3) Image rotation ± 180°	± 180°
(1) $300 (2) $600 (3) $1100	$600

The following additional features were suggested:

Written on the machine, not in a handbook that could be removed, should be clear maintenance instructions written in English, not technicalese.

An illustrated parts list should be provided to facilitate ordering spares.

An odometer is needed, but not necessarily a very precise one.

Options should include:

A printer, which can handle positive or negative film.

A motorized film drive with a high speed for forward and reverse, but not necessarily a slow speed. The slow speed can be done manually.

Variable intensity

Easy focus

Scanning

Should accommodate the various cartridges encountered

Maintenance should be easy

Controls should be clearly labeled

Lens should be secure so it can't be stolen.

It is hoped that on the initiative of the library ~~committee,~~ community and with the cooperation of publishers, micropublishers, and manufacturers of viewers, it will be possible to develop some standards for input material as well as viewers. If this can be done, libraries can enjoy the advantages now available to many other users of microfilm.

Architectural Implications--Where and How to Get Help

Derek Parker

LAD Buildings and Equipment Section

Monday, June 30, 1975

APPROACH: IN CONSIDERING MY TOPIC "ARCHITECTURAL IMPLICATIONS OF OSHA -- WHERE AND HOW TO GET HELP", I DECIDED AN APPROACH FROM TWO STANDPOINTS WOULD BE OF BENEFIT TO YOU.

FIRST, HOW TO ANALYZE YOUR FACILITY IN RELATION TO OSHA TO DETERMINE WHETHER OR NOT IT COMPLIES AND, IF NOT, WHAT CAN BEST BE DONE TO MAKE IT COMPLY; AND

SECONDLY, HOW TO SECURE FINANCIAL ASSISTANCE TO ACTUALLY MAKE THE NECESSARY CHANGES TO BRING ABOUT COMPLIANCE WITH THE LAW.

THE TOPIC IS NOT DIFFICULT AND I'VE RESISTED THE IMPULSE TO TURN IT INTO A GLOBAL SPEECH. MY OBJECTIVE IS TO GIVE YOU IN JUST A FEW MINUTES SOME WORKABLE AND PRACTICAL APPROACHES TO RESOLVE YOUR NEEDS IN MEETING THE REQUIREMENTS.

THE FIRST POINT TO BE MADE IN ANALYZING YOUR LIBRARY IS THAT YOURS IS A RELATIVELY SIMPLE PROBLEM COMPARED TO THAT FACED BY SOME BUSINESSES/ INDUSTRIES. THAT FACT ALONE REDUCES YOUR NEED FOR HELP.

OSHA'S REQUIREMENTS ARE SUCH THAT THEY NOT ONLY AFFECT THE PHYSICAL FACILITY, BUT ALSO AFFECT THE OPERATIONS OR PRACTICES INVOLVED WITH THE BUSINESS/INDUSTRY BEING CONDUCTED WITHIN THAT FACILTIY.

THE OPERATIONS OR PRACTICES INVOLVED IN A LIBRARY ARE RELATIVELY NON-HAZARDOUS, AT LEAST TO THE BODY, AND EASY TO ANALYZE. EVEN A LIBRARY FACILITY ITSELF IS NOT TOO COMPLICATED TO ANALYZE. ALTHOUGH THIS, OF COURSE, DEPENDS UPON THE PARTICULAR LIBRARY'S AGE AND SIZE, AND CAN VARY CONSIDERABLY.

THE SECOND POINT IS THAT YOU HAVE SEVERAL RESOURCES FOR HELP.

THE FIRST RESOURCE, SURPRISINGLY ENOUGH, IS YOURSELF, EVEN THOUGH YOU, AS A RESOURCE, WILL VARY WIDELY DEPENDING UPON YOUR OWN BACKGROUND, EXPERIENCE AND NATURAL TENDENCIES.

1. FOR INSTANCE, SOME OF YOU MAY BE QUITE FAMILIAR WITH, AND THEREFORE NOT INTIMIDATED BY, CODES AND THE WAY THEY ARE WRITTEN; OR YOU MAY BE FAMILIAR WITH MECHANICAL OR ELECTRICAL SYSTEMS AND THEIR JARGON, PARTICULARLY IF YOU PARTICIPATED IN THE DESIGN AND CONSTRUCTION OF YOUR LIBRARY.

   IT IS NO GREAT TRICK TO DETERMINE WHETHER YOUR TYPEWRITERS OR MICROFILM READERS ARE PLUGGED INTO A GROUNDED ELECTRICAL SYSTEM.

   IT IS NOT DIFFICULT TO MEASURE THE HEIGHT OF YOUR PARTICULAR FIRE EXTINGUISHER TO SEE IF ITS HEIGHT AND WEIGHT COMPLY WITH THE REQUIREMENTS OF THE LAW.

2. ON THE OTHER HAND TERMS LIKE
   "GROUNDED ELECTRICAL SYSTEM"
   "DOUBLE INSULATED"
   "BROMOTRIFLUOROMETHANE TYPE EXTINGUISHER"
   "AMBIENT TEMPERATURE"
   "PERMISSIBLE EXIT COMPONENTS"
   "OCCUPANT LOAD"
   ETC., ETC.
   MAY BE VERY FOREIGN TO YOU AND MAY, IN FACT, TURN YOU OFF.

   NOW THERE IS A PRACTICAL WORKING TOOL AVAILABLE TO YOU WHICH TRANSLATES OSHA'S TENS OF THOUSANDS OF WORDS INTO MORE THAN 500 EASY-TO-FOLLOW DRAWINGS, DIAGRAMS, CHARTS, AND GRAPHS. IT IS THE....

   <u>DESIGNER'S GUIDE TO OSHA</u> -- A PRACTICAL DESIGN GUIDE TO THE OCCUPATIONAL SAFETY AND HEALTH ACT FOR ARCHITECTS, ENGINEERS AND BUILDERS.

   BY PETER S. HOPF, AIA

IT MIGHT ALSO HAVE INCLUDED BUILDING OWNERS AND MANAGERS IN THE TITLE. THIS GUIDE ALLOWS YOU TO SEE EXACTLY WHAT MUST BE INCLUDED IN YOUR LIBRARY IN ORDER TO MEET THE FEDERAL GOVERNMENT'S EXACTING STANDARDS FOR JOB SAFETY AND PRESENTS ALL THE MATERIAL IN THE SAME SEQUENCE AS THE OSHA REGULATIONS WITH REFERENCES TO THE FULL OSHA TEXT NEXT TO EACH DRAWING OR DIAGRAM SO THAT YOU CAN EASILY LOCATE ANY ADDITIONAL DATA YOU MAY NEED TO SOLVE YOUR PARTICULAR PROBLEMS.

SOME OF THE FEATURES OF THIS GUIDE ARE:

-- DISCUSES HOW OSHA AFFECTS THE DESIGN PROFESSIONS

-- EXPLAINS HOW THE OSHA INSPECTION PROCESS WORKS

-- SHOWS YOU HOW YOU CAN APPEAL TO THE OSHA REVIEW COMMISSION

-- ENABLES YOU TO LOCATE SPECIFIC OCCUPATIONAL HEALTH AND SAFETY REGULATIONS QUICKLY AND EASILY

-- REPRINTS THE FULL TEXT OF THE OCCUPATIONAL SAFETY AND HEALTH ACT, AS PASSED BY CONGRESS.

IF YOU EVALUATED "YOURSELF" AS YOUR FIRST RESOURCE AND FOUND THAT YOUR FACILITY IS EITHER BEYOND YOUR CAPABILITY, OR THE WHOLE SUBJECT IS BEYOND YOUR COMPREHENSION, THERE ARE PERSONS IN OUR SOCIETY WHO ARE TRAINED AND EXPERIENCED TO HANDLE JUST THE KIND OF PROBLEM YOU HAVE AND, IN FACT, DAILY PROVIDE PROFESSIONAL SERVICES IN ANALYZING PHYSICAL FACILITIES AND OPERATIONS TO MAKE THEM COMPLY WITH LAWS SIMILAR TO OSHA.

THESE PEOPLE ARE:

ARCHITECTS
MECHANICAL)
ELECTRICAL) ENGINEERS
INDUSTRIAL)
SAFETY)

A LIBRARY IS JUST NOT THAT COMPLICATED EITHER IN ITS FACILITY OR OPERATION, BUT IT IS USUALLY THE PHYSICAL ASPECTS OF THE LIBRARY FACILITY THAT NEED ANALYSIS. BY VIRTUE OF HIS TRAINING AND EXPERIENCE, YOUR ARCHITECT/ ENGINEER IS THE BEST QUALIFIED PERSON TO BOTH ASSIST YOU IN MAKING THE ANALYSIS AND BRINGING ABOUT ANY CHANGES THAT ARE REQUIRED. IF, FOR INSTANCE, ELECTRICAL CHANGES ARE NEEDED, THE ARCHITECT CAN MAKE THE NECESSARY ARRANGE-MENTS FOR THOSE SERVICES AND WILL COORDINATE SAME FOR YOU.

IF YOU NEED ASSISTANCE IN SELECTING A PROFESSIONAL, MOST PROFESSIONS HAVE ASSOCIATIONS WHICH CAN GIVE YOU ASSISTANCE. FOR INSTANCE, THE AMERICAN INSTITUTE OF ARCHITECTS, NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS, HAVE CHAPTERS IN MOST MAJOR CITIES AND USUALLY PROVIDE A REFERRAL SERVICE.

NOW LET'S TAKE A LOOK AT THE SECOND STANDPOINT: WHERE AND HOW TO GET HELP WITH THE FINANCIAL BURDEN CAUSED BY COMPLIANCE WITH OSHA.

THE ACT WHICH CREATED OSHA ALSO RECOGNIZED THAT THERE COULD BE CONSIDERABLE EXPENSE IN BRINGING ABOUT COMPLIANCE. THE ACT PROVIDED FOR LOANS TO BOTH PRIVATE BUSINESS AND TO PUBLIC BODIES. THE PROCESS WHICH WOULD AFFECT MOST LIBRARIES IS THE ONE WHEREBY THE SECRETARY OF COMMERCE MAY MAKE OR GUARANTEE LOANS TO COMPLY WITH OSHA.

THIS IS DONE UNDER THE PROVISION OF SECTION 202 OF THE PUBLIC WORKS AND ECONOMIC DEVELOPMENT ACT OF 1965. THAT ACT WAS SET UP TO ASSIST STATES, THEIR POLITICAL SUBDIVISIONS, AND PRIVATE AND PUBLIC NON-PROFIT ORGANIZATIONS.

IF YOUR LIBRARY IS OTHERWISE QUALIFIED FOR LOANS UNDER THE PUBLIC WORKS AND ECONOMIC DEVELOPMENT ACT IT CAN SECURE A LOAN TO COVER THE COSTS OF COMPLIANCE WITH OSHA.

BECAUSE OF THE VARIATIONS IN THIS PROGRAM CAUSED BY WHETHER THE STATE HAS ADOPTED A HEALTH ACT (LIKE CAL OSHA), YOU SHOULD CONTACT YOUR LOCAL OSHA REGIONAL OFFICE FOR SPECIFIC ADVICE.

SUMMARY/CONCLUSION

I HOPE THAT MY REMARKS HAVE REASSURED YOU THAT HELP IS AVAILABLE FOR ALL ASPECTS OF YOUR NEED TO COMPLY WITH OSHA WITHOUT MINIMIZING THE SERIOUSNESS OF THIS LAW. IT IS A LITTLE COMPLICATED, ITS CONSEQUENCES IN POTENTIAL CITATIONS IF YOU DO NOT COMPLY AND LIFE SAFETY IF YOU DO COMPLY ARE BOTH GREAT BUT IF YOU THINK THE ANALYSIS OF YOUR LIBRARY IS BEYOND YOUR RESOURCES, THERE ARE QUALIFIED PEOPLE TO ASSIST YOU IN FINDING YOUR WAY FROM WHERE YOU ARE TO WHERE OSHA WANTS YOU TO BE.

DEREK PARKER, AIA

JUNE 1975

Reference Books: A Bibliography of Bibliographies

Anne G. Schlosser

RTSD RS Collection Development Committee

Tuesday, July 1, 1975

The American Film Institute
Center for Advanced Film Studies

REFERENCE BOOKS:

A BIBLIOGRAPHY OF BIBLIOGRAPHIES

Compiled by: Anne G. Schlosser
Librarian
June 27, 1975

REFERENCE BOOKS

A BIBLIOGRAPHY OF BIBLIOGRAPHIES

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Hartnoll, Gillian and Manvell, Roger. "Bibliography." International encyclopedia of film. New York, Crown, 1972. pp.514-528.

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Sheahan, Eileen. Moving pictures: a bibliography of selected reference works for the study of film, with emphasis on holdings in the libraries of Yale University. New Haven, Yale University Library, 1973. Annotated.

Turconi, Davide. Il film e la sua storia. Rocca San Casciano, Cappelli, 1964. Annotated.

Vincent, Carl. Bibliografia generale del cinema. Rome, Ateneo, 1953.

Writers Program, New York. The film index, a bibliography...vol.1, The film as art. New York, Arno Press, 1966. (Reprint of 1941 edition published by the Museum of Modern Art).

Also useful are catalogues from the following bookshops:

Hampton Books
Rt. 1, Box 76
Newberry, S.C. 29108

Cinemabilia
10 West 13th Street
New York, New York 10011

Larry Edmunds Book Shop
6658 Hollywood Blvd.
Hollywood, California 90028

Compiled by: Anne G. Schlosser, Librarian
American Film Institute
June 27, 1975

Library Service to Institutions

Elizabeth Martinez Smith

Health and Rehabilitative Library Services Division/HRLSD
Library Service to the Blind and Physically Handicapped
Section/Public Library Association

Wednesday, July 2, 1975

Elizabeth Martinez Smith
Principal Librarian
Los Angeles County Public Libr
July 1975

LIBRARY SERVICE TO INSTITUTIONS

Los Angeles County Public Library's service to institutions dates back to June 1913 when the first institutional branch library was established at the then Whittier State School for Boys. The legal basis for this is Section 26151, Government Code:

> 26151. Services to County Institutions. The Board of Supervisors may provide library service at charitable, detention and penal institutions of the County under its supervision and control, and may also provide to officers and employees of County departments such library service as is required in the performance of their duties. Such service as rendered through the County Free Library and the cost is a charge upon the County payable out of the General Fund.

The value of libraries in jails, hospitals and juvenile detention centers has long been recognized as an effective and constructive way to combat idleness, bordom and provide an opportunity for bettering reading and job skills, continuing education and recreational interests, and, hopefully, develop a better quality of life. Many jail administrators support reading and library use because it occupies inmates' time and keeps them from thinking about illegal activities. Juveniles in detention comment that the library is sometimes the only "free" place available.

Each library is a small version of a community library with a Librarian or Senior Library Assistant in charge and inmates or volunteers assigned by the institution to help. They are brightly decorated with displays, art work and posters ranging from John Wayne to Raquel Welch.

The book collections range from 5,000 to 12,000 titles plus 50 to 75 periodical subscriptions and numerous-but-never-enough paperbacks. Popular subjects parallel those of the outside community: the occult, psychology, astrology, mysteries, westerns, poetry, ethnic studies and information about people in similar situations. Spanish language materials, particularly fiction, are always in demand. The collections are in good physical condition unlike the usual old and shabby gift collections in many institutions. The most popular periodicals are PLAYBOY, BLACK STARS, JET, EBONY, TIME and NATIONAL GEOGRAPHIC. Each library subscribes to both an English and Spanish language daily newspaper.

Bestsellers are duplicated via a leasing plan (McNaughton) supplemented by subscriptions to various book clubs: Doubleday Mystery Club, Literary Guild, etc. A copy of LACoPL's book catalog is in each library generating an average total of 100 requests per month. Circulation for 1973/74 ranged from 19,543 at Rancho Los Amigos Hospital to 85,686 at Wayside Honor Rancho-Minimum unit. This far exceeds the circulation at other institutions of comparable size throughout the nation.

A stereotype exists that librarians in institutional libraries are ex-military personnel with conservative, cautious outlooks and no creativity who zealously protect those in custody from any racial, sexual or other "inflammatory" materials. LACoPL librarians dispute this and set the trend for informed, professionally-minded and progressive service. They are committed to meeting the library needs of institutionalized people with respect to the RIGHT TO READ and the LIBRARY BILL OF RIGHTS. The barrier against women librarians at men's jails was broken last September with the assignment of Ms. Kitty Scruggs to Biscailuz Center.

Beginning July 1, 1975 the libraries will provide audio visual services via a Library Services and Construction Act grant of $68,840. Cassettes and Super 8 and 16mm sound films will be available on a variety of subjects: spoken - poetry, religious readings, literature; language reading skills; reading improvement skills; classical; pop - country, jazz, rock, oldies but goodies, top ten; Spanish language - spoken, popular, educational. Blank cassettes will be available for such creative activities as the recording of users stories, poetry and music. A professionally trained audio visual specialist will provide expert advise in the selection, maintenance and program use of these materials. With the addition of AV services LACoPL will provide modern, personalized, multi-media library service to residents, patients and inmates of County institutions. Or, as one inmate recently remarked, "I've been in every jail in the State and you have the best library I've seen!"

The following is a brief description of the libraries and institutions served by LACoPL:

CENTRAL JAIL is a relatively new maximum security facility for men with an average inmate population of 4000. About 80% are unsentenced. The library is part of an educational complex along with a ceramics room and classrooms. Book stock is estimated at 10,000 by July 1975. Circulation for 1973/74 was 30,527. Trustees visit the library while others are served via weekly book cart visits.

HALL OF JUSTICE JAIL is a maximum security facility for men with average inmate population of 1200. The library is small containing about 10,000 books. Trustees (sentenced) visit the library; the rest are visited weekly by the book cart to the cell blocks.

JUVENILE HALL is a detention center with an average population of 600 young people. Book stock is about 16,000 with a 1973/74 circulation of 20,724. The library in the Boy's unit is within the school building; the Girl's library also functions as a classroom on the girl's compound. The library is a popular place with art, posters and music.

BISCAILUZ CENTER is a minimum facility for men with an average inmate population of 700. Both sentenced and unsentenced are allowed to visit the library. The library opened in September 1974 with a book stock of 5,000. Average daily circulation is 100 books. This library is a popular place to study with a high circulation of Spanish language books and periodicals.

MIRA LOMA FACILITY is a minimum security unit for men (all sentenced) located near Lancaster. The average inmate population is 600. The library occupies a large sunny room with a book stock of 8,000 and a 1973/74 circulation of 40,360.

RANCHO LOS AMIGOS HOSPITAL is located in Downey and has an average patient population of 1000. Most patients suffer from catastrophic disabilities and are long term residents of all ages. Downey School District operates a school in the same building where the children's library is located. The library is a sunny room with plants, flowers and a resident animal, currently a lizard named "Ugly." Most patients cannot readily travel around due to life saving apparatus so they are visited by the book cart twice a week.

SYBIL BRAND INSTITUTE FOR WOMEN is the only jail facility for women with an average population of 600. The library is part of an educational and recreational complex that includes classrooms, crafts and beauty shop. Book stock is 7,000 with a 1973/74 circulation of 40,895.

WAYSIDE HONOR RANCHO - MINIMUM security unit for men is located in Saugus and is a working ranch with an average inmate population of 800. Book stock totals 8,000. The library is open seven days a week operated by inmates on weekends. All inmates are allowed to visit the library.

WAYSIDE HONOR RANCHO - MAXIMUM security unit for men has an average inmate population of 800. The library is small with a book stock of 4,000 and a 1973/74 circulation of 47,222. All inmates visit the library except those in the hospital ward who are served via weekly visits by the book cart.

MOBILIBRARY TO DETENTION CAMPS serves 4 camps located from San Gabriel Mts. to Malibu plus 20 Sheriff's Substations throughout the County. Average number of inmates served is about 300. Book stock is 5,000 with a 1973/74 circulation of 19,543. The library brings films once a month to the men at the detention camps.

There are those who object to library service to institutionalized people, particularly inmates, as unnecessary coddling and costly, contending that inmates are illiterate, will destroy materials or use them to conceal contraband. Some materials will be destroyed but the great majority of inmates use the library as a temporary escape from boredom, improving their reading and job skills, becoming informed about all aspects of society and learning how to live a better life. Inmates, patients and juveniles in detention can enjoy a vital, meaningful and enriching experience by using LACoPL institutional libraries.

Analyzing the Results of a Survey of the Information Needs of a Specific Business Organization and Developing Programs and Services to Meet the Needs Identified

Sophia P. White

RASD Business Reference Services Committee

Thursday, July 3, 1975

Business Reference Services Committee
Reference and Adult Services Division
American Library Association

Analyzing the Results of a Survey of the Information Needs of a Specific Business Organization and Developing Programs and Services to Meet the Needs Identified

Sophia P. White
Administrative Coordinator
Pasadena, California, Public Library

The following are remarks delivered at the Business Reference Service Committee's program, "Identifying and Responding to the Information Needs of the Business Economic Community," presented at the American Library Association Annual Conference, July 3, 1975, in San Francisco.

The Administration of the Pasadena Public Library was strongly influenced by financial constraints in selecting those programs recommended by Robert Meyer and Dr. Gerhard Rostvold in their study, "The Library and the Economic Community," that could be continued when federal funding ceased. Funds under the California State Library, Title I, Library Services and Construction Act, were granted in the fall of 1968 and were terminated in June of 1970. The federal grant was given to two public libraries, Pomona and Pasadena, to expand service to the business and industrial community. But most of my comments will be made about the project as initiated and carried out in the Pasadena Public Library. Since one year of this program covered the study of Meyer and Rostvold and one year was for implementation, decisions had to be made on the basis of our ability to absorb the cost of a new business service in the third year's fiscal budget. An additional $61,000 was granted in May of 1970 which extended the test program to June 30, 1971. This extension gave us the opportunity needed to establish the service as essential and valuable to the needs of the business community.

The first recommendation adopted, which proved to be a powerful influence in improving the quality of information given to the public, was that the library should be the first point of contact for the businessman. For us this meant that we were his primary contact and it was our responsibility to provide answers utilizing information resources not only in the twenty-two libraries in the Metropolitan Cooperative Library System and Southern California Answering Network (SCAN), based in the Los Angeles Public Library, but other networks and academic and special libraries regardless of location. It was also our responsibility to provide photocopies of information to the patron; and only those charges billed to us from other libraries would be transferred.

This concept, which later became a directive from the California State Library to Public Library Systems, is an easy one to accept but it is still proving difficult to implement consistently at the operating level. The recent Peat-Marwich and Mitchell report on California Public Library Systems substantiated the difficulty of implementation.

In our preliminary planning, we decided that housing the service in a separate room designated "Business-Industry" had more advantages than retaining the subject material as a part of the total collection. De-centralization provided accessibility to special tools for the businessman, low-profile publicity for the new service, and most important of all, an environment for the staff assigned to specialize in the subjects segregated. The Dewey numbers selected included all the sub-divisions under business, and the physical sciences and their counterparts in technology. The decision to include sections of science and technology differs

from the recommendations made by Meyer and Rostvold that Pasadena concentrate on developing a business center with Pomona emphasizing science and technology. From an economic standpoint, the staff cost for public library service coverage on business alone in a community with a population of 113,000 is not justified. Consequently, the decision was made to serve, in addition to general business, the major industries in the community which are predominantly in chemical research, electronics, plastics and metal fabrication.

In determining which classes to select, it became obvious to the staff that obsolescence was a factor in not only the circulating collection but also the reference tools. Equally apparent was the need to add quite generously to the serial collection where large deficiencies existed.

Since we realized that this effort was a long-term continuous process, we concentrated on collection-building in subjects desired the most by the businesses interviewed by Mr. Meyer and these included books on economics, statistics, marketing, management, science, and technology. Periodicals were also ordered, especially, the manufacturing and trade journals.

Memberships in the American Management Association, the Conference Board, Urban Land Institute, and others enabled us to obtain highly specialized publications at a reduced cost or for free. Free directories and serials issued by banks, commercial houses, and manufacturers were also solicited. Sometimes the best or only information was found in this type of publication. At this time we also purchased retrospective holdings of serials on microfilm and added new titles to the periodical collection. Special libraries have long recognized that the most important single resource of any business-scientific and technical service is an adequate serial collection.

Allocation of funds for collection-building was rather evenly distributed over the wide subject range but after we initiated the service in January 1970, the trend in usage appeared to be concentrated in one area of finance, specifically in investments, necessitating an increase in the number of subscriptions to specialized investment advisory services and also to those reference tools with intrinsic value in reducing searching time of a small professional staff. Two examples of services that were cost effective in professional time were the ISL Daily Stock Price Index and Prentice-Hall's Capital Adjustments. We discovered that the investment tools and services were widely used not only by stock brokers, but by attorneys and individuals as well. The heavy use by individual patrons has a direct correlation with the fact that of the 63,500 returns the Pasadena taxpayers made to the Internal Revenue Service, 25% of these received over $70 million in dividends. The significance of these figures is apparent when compared to the returns from taxpayers in the neighboring city of Glendale with a population of 133,000. The gross income from dividends for Pasadena residents is 427% more than that reported by Glendale residents. (To dispel the possible impression that I may have given that Pasadena is a wealthy community, I should state that the median average income ranges from $6,300 to $23,500.) Determining the economic profile of the residents of a community is an important factor in user studies of library service.

Personnel selected to work in this new division were highly motivated to achieve results. The prospect of achieving the objective of providing specialized service to the economic community could not be realized without a staff with a strong compulsion to complete tasks. Mr. Meyer specified the need for a staff that was personable and service-oriented and these characteristics are important, but much more essential is a staff with subject expertise to insure a high degree of credibility essential for knowledgeable inquirers. Expertise is even more vital as the service grows, especially if the number of staff remains static. Expertise was

achieved through a series of one-to-one training sessions, weekly workshops, formal classes, and extensive reading. Training is continuing and now includes the reference staffs from the twenty-two libraries in the Metropolitan Cooperative Library System.

It was only after we established a separate service, selected the staff, and started the collection-building that we began to think of publicizing the service. Keeping the economic community informed of the service was also one of the key recommendations of the study. Low visibility of the Library in the community is a common finding of all user studies. In Pomona, two librarians hired for the project visited over 150 business establishments, issued news releases, bibliographies, and established a mobile book collection on the subject of management. In Pasadena, visits were minimal because the operating staff had desk commitments. The main publicity technique involved the mailing of brochures to local firms; first, to those who had participated in the users' survey and second, to all the members of the Chamber of Commerce. Issuing news releases was another technique which always sparked a sudden flurry in the number of questions asked. Two brochures that were mailed to the economic community had the same initial response. Neither the newspaper publicity nor the brochures had the power of sustaining continuing interest. Consequently, we decided that we had to issue a publication on a regular basis, one that would also serve to remind the community that business information is equated with the public library. We decided to issue an abstracting service concentrating on two subject areas: business conditions and labor-management. These two subjects would be of interest to all members of the business community regardless of the diversity of their business. Under the grant, this publication, called Business Briefs, was distributed free to Chamber of Commerce members and multiple copies were also sent to the Metropolitan Cooperative Library System libraries for distribution. The publication was issued with the masthead captioned "Business Briefs from ..." and the name of the individual library. When funding ceased in June 1971, the publication was sold and continues to be sold on a subscription basis to Pasadena residents and others interested in subscribing; certain libraries of the Metropolitan Cooperative Library System share in the printing costs and they continue to distribute the publication to their patrons on a free basis. Since the inception of this publication, we have generated other impressions. Important among these are two: first, libraries dispense information, not merely sources of information, and second, librarians are knowledgeable in special fields. This monthly publication also served to move the public library away from its traditional passive role of waiting for patrons to ask for information to an active role of supplying information before it is requested.

The primary objective of funded projects is to determine whether the demonstration is effective enough to implement at your own expense. Our California State Director of Finance, Verne Orr, who is also a Pasadena resident and user of the library, believes that local government units can then assume the program at their level of jurisdiction.

The City of Pasadena has accepted the cost of this service which is also provided to the residents of the twenty-two cities served by the Metropolitan Cooperative Library System. Residents of Los Angeles County who are not members of the System also receive the benefits since we do not ask the place of residence of walk-in patrons or of individuals requesting ready reference by phone. We believe that financing to strengthen this service should come from both the County as well as through System funding. You cannot expect financing from local industry, a suggestion which was made in the study. Business pays a large percentage of the local taxes. They demand and expect to receive quality services as their right. They have recognized that this new service has contributed to their economic benefit and they have conveyed their appreciation to our City Manager and City Council.

Meyer and Rostvold found that in the combined cities of Pasadena and Pomona, 52% of the businessmen interviewed stated that they used the local Chamber of Commerce as their primary source of information, and 51% also used the libraries. Today the Pasadena Chamber of Commerce has become an important supporter: they print and mail library-prepared brochures to their members, refer their members to us, and, in their four-page colorful advertisement designed to attract business to Pasadena, they proudly state, "Our library system is one of the finest in the country, with an extensive business, finance, and research department at your fingertips." This is a nice tribute from the Chamber of Commerce but it's not true! We've come a long way since we first started in January 1970 but it's still a small step. To effectively serve the economic community we have to think in terms of larger structures - perhaps regional departmentalized information centers as part of larger networks, or separate specialized discipline-oriented information centers serving networks. It is only by forming either one of these structures that we will be able to develop the image of the Library as a dynamic information center serving the identifiable subgroups in the community.

Presented at the American Library Association 1975 Conference - San Francisco, July 3, 1975